



**FACTORS INFLUENCING CUSTOMERS
REVISIT INTENTION TO TANJUNG LESUNG RESORT**

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

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ABSTRACT

The thesis entitled ‘Factors Influencing Customers’ Revisit Intention to Tanjung Lesung Resort’ was written by Yasmine Shaliha Annisavia, Student ID 015202100055, with advisor Suresh Kumar, S.T., M.Si.

Tanjung Lesung, as one of Ten Priority Tourism Destination in Indonesia, faced challenges in maintaining visitor numbers due to following the 2018 sunda strait tsunami and COVID-19 pandemic. This study aims to find out what factors make customers consider coming back or revisit Tanjung Lesung Resort as tourism destination.

This research employs a quantitative approach, utilizing a structured questionnaire distributed to 100 respondents who have visited to Tanjung Lesung Resort. Data analysis was conducted using Partial Least Squares Structural Equation Modelling (PLS-SEM) to evaluate the relationships among the variables.

The findings reveal that perceived value significantly influence customer satisfaction. Furthermore, the study findings suggest that E-WOM significantly influence customer revisit intention.

This study highlights the importance of improving service quality and strengthening the destination image to enhance customer satisfaction. These findings provide managerial insights for Tanjung Lesung Resort management to develop effective strategies for attracting repeat visitors and sustaining long-term business growth.

Keywords: Revisit Intention, Customer Satisfaction, Tourism, Perceived Value, Service Quality, Tanjung Lesung.

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CHAPTER I INTRODUCTION 1.

1. BACKGROUND An important part of Indonesia's economy is tourism, which uses the country's natural beauty its mountains, seas, and varied landscape to spur economic growth through multiplier effects (Farida, 2020).

This can be seen from data taken by Statistics Indonesia which states that Indonesia's Tourism Foreign Exchange